

ABSTRACT

[92] A method of biometrically identifying a customer of a retail or non-retail establishment to facilitate or enhance the customer's shopping experience. The method includes obtaining a biometric profile representative of a biometric characteristic of a customer using a biometric sensing device; retrieving shopping history related information for the customer based on the biometric profile; and providing the customer with one or more items that facilitate or enhance the customer's shopping experience such as coupons, a shopping list, and/or a map showing the physical location of shopping list items in the retail establishment, the one or items based on the shopping history related information.